

Alterra



# DIESEL MAXX™



## ▶ Fueling US Forward

ABSOLUTELY THE BEST DIESEL FUEL  
ENHANCER AND CONDITIONER.



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BIOENERGY

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# DIESEL MAXX™



Alterra Bioenergy manufactures and distributes a unique high-grade bioadditive for diesel fuel called **Alterra DieselMaxx™**

**Alterra DieselMaxx™** is the only diesel fuel additive that is proven to address non-attainment air quality issues. **Alterra DieselMaxx™** allows customers to “go green” one tank at a time!



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# DIESEL MAXX™



Allows your customers to...

- ▶ *Run Clean*
- ▶ *Run Green*
- ▶ *Run Stronger*
- ▶ *Run Longer*

**The Ultimate Lubricity Enhancer & Cold Weather Conditioner for All Types of Diesel Fuel**



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# DIESEL MAXX™

- ▶ Cleans Fuel Injectors for Increased Fuel Economy
- ▶ Contains Lubricating Agents for Protection Against Ultra Low Sulfur Diesel (ULSD) Engine Wear
- ▶ Improves Cetane Rating/Boosts Power
- ▶ Safe for use in all diesel engines

Alterra DieselMaxx™ is packaged in strong, high quality cartons with eye-catching graphics that can be used for display purposes as well.



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- ▶ Improves cold weather performance
- ▶ Inhibits corrosion of fuel system components
- ▶ Made in the USA from biodegradable, non-toxic and renewable resources
- ▶ Reduces black exhaust smoke and harmful emissions



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# DIESEL MAXX™



- ▶ Rack is set with product and includes product information holder
- ▶ Rack included with all store set ups
- ▶ Rack can be stocked with various sized product according to preference

Alterra DieselMaxx™ rack displays provide a strong in store selling presence and can be used for outdoor displays.



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# ▶ DIESEL MAXX™

Each unit of **Alterra DieselMaxx™** comes packaged with a funnel

Funnel is designed to be used for:

- ▶ Adding product
- ▶ Communicating a unique marketing message
- ▶ Attracting customers to product display



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## Alterra DieselMaxx™ packaging advantages

- ▶ Bottles, labels, and boxes are 100% recyclable
- ▶ Bottles are Level 3 Fluorinated in order to prevent product absorption and bottle concaving. Each bottle is also induction sealed to prevent product tampering and spillage.



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Alternative Fuel Engine Testing Laboratory • The University of Georgia



PERFORMANCE REPORT

## Alterra Biofuels DieselMaxx Diesel Additive

Alterra Biofuels DieselMaxx was tested for performance in The University of Georgia's Alternative Fuel Engine Testing Laboratory.

**"Alterra's DieselMaxx fuel additive demonstrated enhanced engine performance in terms of durability and emissions reduction. Test results showed enhanced engine performance durability in the coking index/durability analysis.**

**Additionally, use of the additive resulted in the reduction of harmful emissions such as Nitrogen oxides suggesting an environmental benefit to the additive use."**



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# Alterra DIESEL MAXX™

**PROTECTS  
AGAINST ULSD  
ENGINE WEAR**

UNIT SIZE	FUEL TREAT RATIO
One Quart of Alterra DieselMaxx	Treats 100 gallons of diesel fuel
One Gallon of Alterra DieselMaxx	Treats 400 gallons of diesel fuel
2 1/2 Gallons of Alterra DieselMaxx	Treats 1,000 gallons of diesel fuel

DieselMaxx is a proactive diesel fuel enhancement that has a very effective treat ratio.

Alterra DieselMaxx™ allows the diesel consumer to “go green” one tank at a time!



# Alterra DIESEL MAXX™

## Diesel Fuel Lubricity Additives Study Results

Ranking	Additive	HFRR Score	Improvement Over Base Fuel	Blend Ratio	Dose Oz. per 26-Gal Tank	MSRP \$ Cost per 26-Gal Tank	MSRP Cost per Treated Gal	COMMENTS
<b>Desired</b>	<b>Engine Manufacturers Assoc DESIRED</b>	<b>&lt; 460</b>						Desired by the Engine Manufacturers Association
<b>Standard</b>	<b>U.S. Standard</b>	<b>&lt; 520</b>						U.S. Lubricity Standard for ULSD fuel
<b>Baseline</b>	<b>Untreated ULSD #2 Diesel Fuel</b>	<b>636</b>						Baseline fuel used in this study
1	2% REG SoyPower Biodiesel	221	415	50:1	66.56	Market	Not Determined	Soybean based bio-diesel
2	Opti-Lube XPD	317	319	256:1	13.00	\$4.35	\$0.16	Multi-purpose + anti-gel, Cetane improver, Demulsifier
*	Alterra DieselMaxx High Grade Diesel Bioadditive	360	276	400:1	8.32	\$1.29	\$0.04	Multipurpose, fuel lubricant, anti-gel, cetane improver, fuel stabilizer, biodiesel compatible, SME based additive, ULSD compliant
3	FPPF RV, Bus, SUV Diesel/Gas Fuel Treatment	439	197	640:1	5.20	\$2.60	\$0.10	Gas & Diesel - Cetane improver, Emulsifier
4	Opti-Lube Summer Blend	447	189	3000:1	1.11	\$0.68	\$0.02	Multi-purpose, Demulsifier
5	Opti-Lube Winter Blend	461	175	512:1	6.50	\$3.65	\$0.14	Multi-purpose + anti-gel, Cetane improver
6	Schaeffer Diesel Treat 2000	470	166	1000:1	3.33	\$1.87	\$0.07	Multi-purpose + anti-gel, Cetane improver, Emulsifier, bio-diesel compatible
7	Super Tech Outboard 2-Cycle TC-W3 Engine Oil	474	162	200:1	16.64	\$1.09	\$0.04	Unconventional - (Not ULSD compliant, may damage 2007 or newer system)
8	Stanadyne Lubricity Formula	479	157	1000:1	3.32	\$1.00	\$0.03	Lubricant, Demulsifier, Detergent, Anti-Oxidant, Corrosion Inhibitor, Alcohol-Free
9	Amsoil Diesel Concentrate	488	148	640:1	5.20	\$2.16	\$0.08	Multi-purpose - Demulsifier, alcohol free, bio-diesel compatible
10	Power Service Diesel Kleen + Cetane Boost	575	61	400:1	8.32	\$1.58	\$0.06	Multi-purpose - Cetane improver, bio-diesel compatible, alcohol free
11	Howe's Meaner Power Kleener	586	50	1000:1	3.32	\$1.36	\$0.05	Multi-purpose -Alcohol free
12	Stanadyne Performance Formula	603	33	480:1	6.93	\$4.35	\$0.16	Multi-purpose + anti-gel - Cetane improver, Demulsifier, Detergent, Anti-Oxidant, Corrosion Inhibitor, Alcohol-Free, 5% bio-diesel compatible
13	Used Motor Oil Shell Rotella T 15W-40 5,000 miles used.	634	+ 2 Insign.	200:1	16.64	N/A	N/A	Unconventional (Not ULSD compliant, may damage systems)
14	Lucas Upper Cylinder Lubricant	641	- 5 Insign.	427:1	7.79	\$2.65	\$0.10	Gas or Diesel
15	B1000 Diesel Fuel Conditioner by Milligan Biotech	644	- 8 Insign.	1000:1	3.32	\$2.67	\$0.10	Multi-purpose, canola oil based additive
16	FPPF Lubricity Plus Fuel Power	675	- 39	1000:1	3.32	\$1.12	\$0.04	Multi-purpose + anti-gel - Emulsifier, alcohol free
17	Marvel Mystery Oil	678	- 42	320:1	10.40	\$3.22	\$0.12	Gas, Oil and Diesel fuel additive - (NOT ULSD compliant, may damage 2007 and newer systems)
18	ValvTect Diesel Guard Heavy Duty/Marine Diesel Fuel Additive	696	- 60	1000:1	3.32	\$2.38	\$0.09	Multi-purpose - Cetane improver, Emulsifier, alcohol free
19	Primrose Power Blend 2003	711	- 75	1066:1	3.12	\$1.39	\$0.05	Multi-purpose - Cetane boost, bio-diesel compatible, Emulsifier

**Products 1 through 4** along with **Alterra DieselMaxx** were able to improve the unadditized fuel to an HFRR score of 460 or better. This meets the strictest requirements requested by the Engine Manufacturers Association.

**Products 1 through 9** were able to improve the unadditized fuel to an HFRR score of 520 or better, meeting the U.S. diesel fuel requirements for maximum wear scar in a commercially available diesel fuel.

**Products 13 through 15** had a statistically insignificant effect on the HFRR score compared to the baseline fuel.

**Products 16 through 19** were found to cause the fuel/additive blend to perform worse than the baseline fuel.

\* **Products numbered 1-19** were HFRR tested by The Diesel Place and A.D. Spicer in August 2007.

\* **Alterra DieselMaxx** was HFRR tested by Inspectorate Laboratories at the Houston Technical Center in January 2008.



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Alterra DieselMaxx is listed on the U.S. Department of Agriculture's **BioPreferred** website which recognizes environmentally responsible companies and products.



**Alterra DieselMaxx™** fuel additive complies with federal low sulfur content requirements for use in diesel motor vehicles and nonroad engines.



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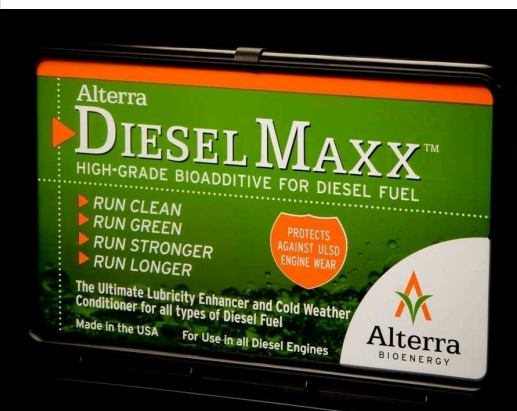
# Alterra DIESEL MAXX™

For Use in All Types of Diesel Engines



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**Alterra DieselMaxx™**  
HIGH-GRADE BIOADDITIVE FOR DIESEL FUEL

**ALTERRA BIOENERGY**

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